



Enterprise Communications Strategy

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Corporate Communications
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Our Time Together

- Let's learn about Corporate Communications.
- Let's learn about the Enterprise Communications Strategy (ECS).
- Let's see how we can use the ECS for the Agency Strategy Communication Plan



● Roles and Responsibilities

- ✓ Develops the process, messages, tools and tactics to assist effective communication with stakeholders.
- ✓ Provides SME support as needed during the development and implementation of targeted communication

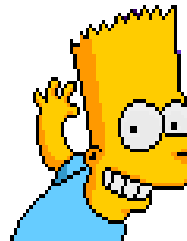


Corporate Communications – Who Are We?

● 9 Core functions

- ✓ Product Communications
 - Joe Hatcher
- ✓ Corp ID & Comm Design
 - Steve Beckley
- ✓ Media Relations
 - Steve Burghardt
- ✓ Community Outreach
 - Deb Harris

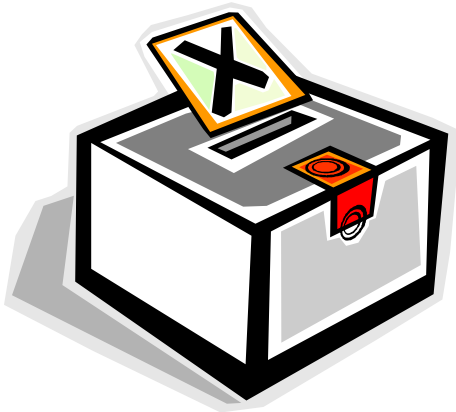
- ✓ Internal Communications
 - Kevin Jackson
- ✓ Strategic Communications Research, Analysis and Planning
 - TBD
- ✓ Event Planning
 - Cindy Cox
- ✓ FOIA/PA
 - Linda Krabbenhoft
- ✓ Legislative Liaison
 - Judy Berman



Polling Question

● What is the first thing everyone wants to do when they talk about communication?

- ✓ A. Decide how to communicate
- ✓ B. Determine who we need to tell
- ✓ C. Decide what the message is
- ✓ D. Call Corporate Communications
- ✓ E. Do a video with Mrs. McKay, Mr. Gustafson, Mr. Turner or Mrs. Zmyslinski as spokesperson



● Purpose

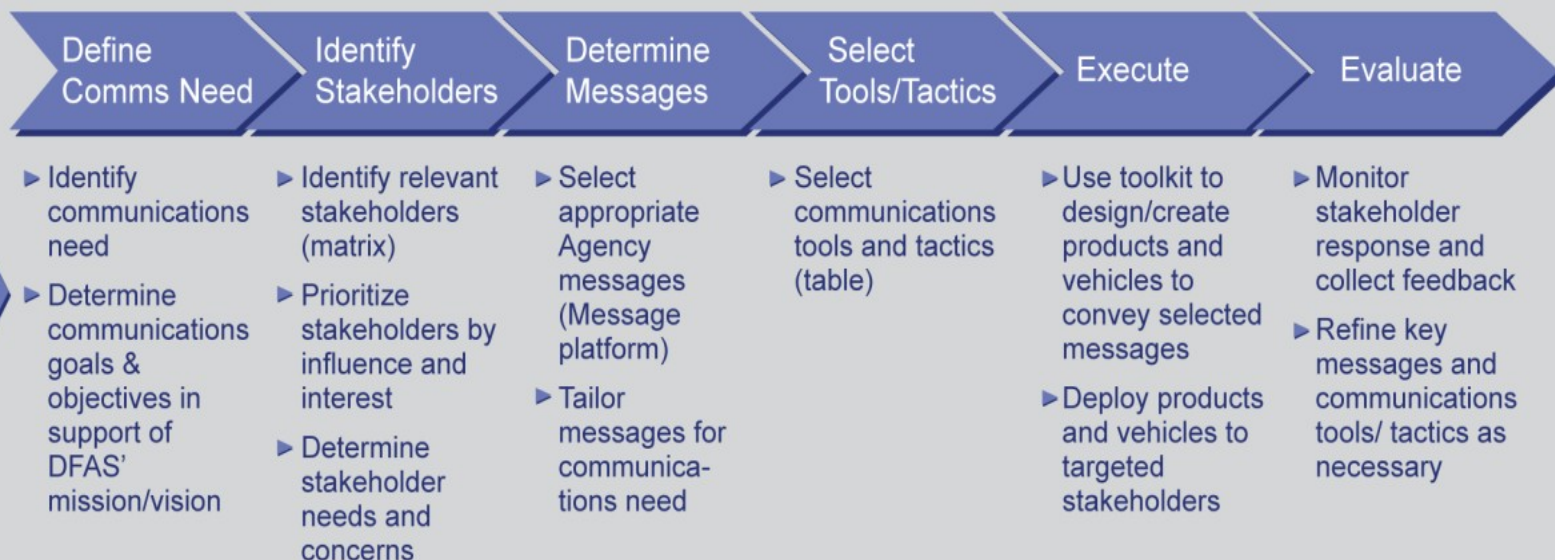
- ✓ Provides a communication framework in which to effectively engage our stakeholders, consistently communicate our messages, and continuously assess the success of our efforts.
- ✓ Enables leadership to accomplish:
 - Fulfilling the DFAS mission, agenda and initiatives with the understanding and collaboration of stakeholders
 - Build stakeholder understanding of DFAS initiatives, the impacts to their processes and systems, and strategies to address them as needed
 - Build leadership credibility and trust through active and consistent communications
 - Improve communication effectiveness through lessons learned and stakeholder feedback



Enterprise Communications Approach

The ECS provides leaders a roadmap and tools for standardized communications.

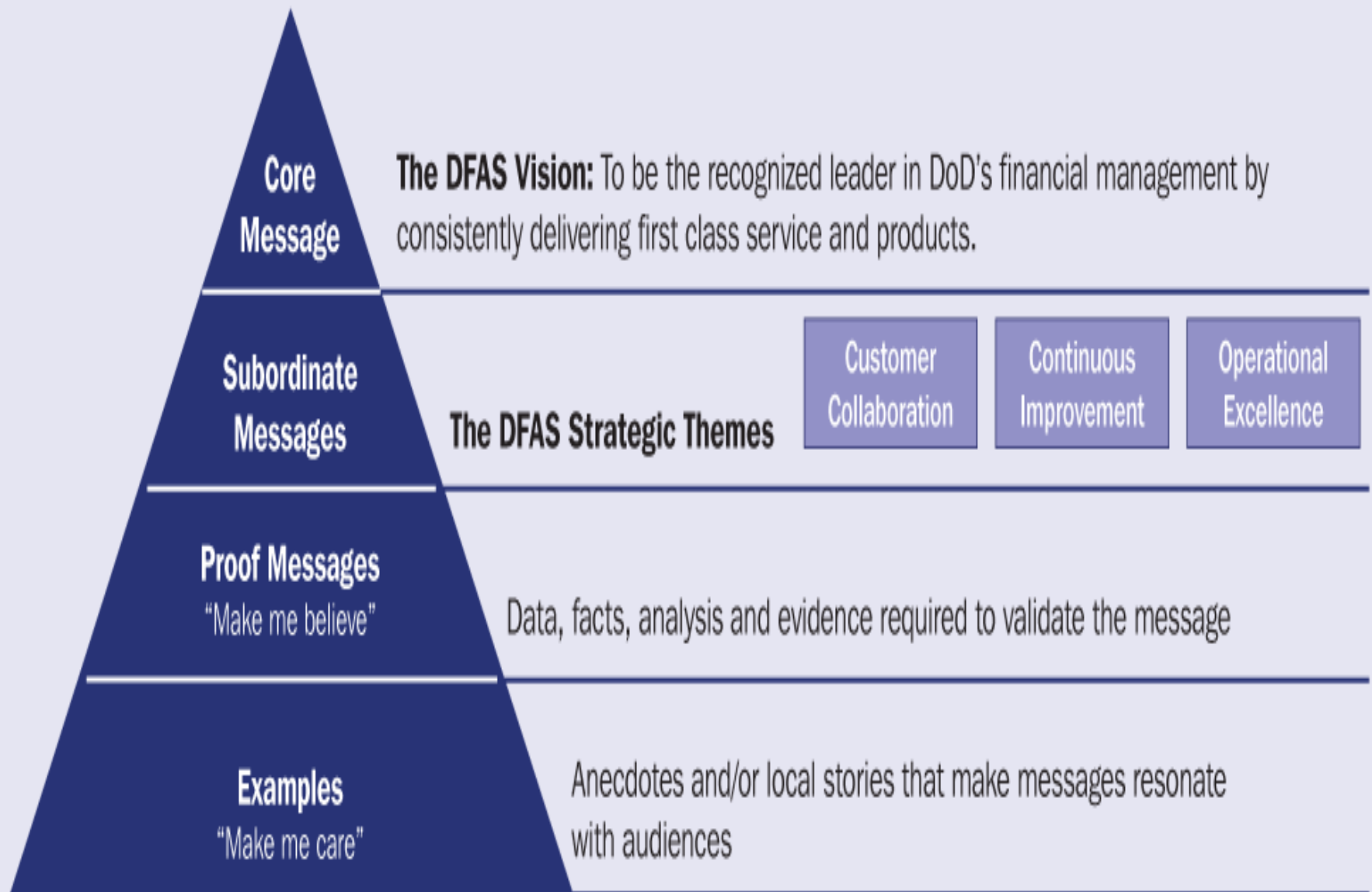
Enterprise Communications Strategy Implementation



Corporate Communications

Contact **Corporate Communications**: For guidance performing any of the above OR If the project scope extends beyond the span of control or has agency-wide impact, (i.e., reaches across multiple organizations within the Agency or to external audiences) to determine if additional coordination makes sense.

DFAS Message Platform



Communicating the Strategy in Six Steps

The ECS six-step approach may be used for simple communications activities as well as more complex efforts requiring collaboration among multiple communications partners.

Define Comms Need*

- Make DFAS Strategy real for employees and customers.

Identify Stakeholders *

- DFAS Employees and Customers

Determine Messages

- Customer Collaboration: Provide value-added customer solutions
- Continuous Improvement: Smart changes for better, faster results
- Operational Excellence: Deliver first-class products and services

Select Tools/Tactics*

- Electronic: Strategy Map mash-up on public web site, DBJ, e-mails, Audio/video
- Print materials: Strategy Mall Map for supervisors
- Interpersonal: Briefing charts/talking points for Senior Executives

Execute

- Phase 1 - Introduction of Strategy: January - March 2010
- Phase 2 - Educating Stakeholders about Strategy: April - September 2010
- Phase 3 - Sustaining the strategy: October 2010 - 2015

Evaluate

- Focus Groups
- OAS and other surveys

What's Next?

● Roll out ECS

- ✓ Supervisors' Forum – Oct 09
- ✓ Executive Offsite – Nov 09
- ✓ Interactive video and web – Early CY 10

● Finalize 4 documents – matches all other volumes in DFAS strategy library with Agency Strategy being primary volume!

- ✓ ECS Main Book
- ✓ ECS Stakeholder Guide
- ✓ ECS Messaging Guide
- ✓ ECS Tools & Tactics Guide

